

Claims:

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1. An improved hot melt adhesive composition, comprising:
- a) about 10% by weight to about 50% by weight of at least one substantially aliphatic tackifying resin having a glass transition temperature of greater than 65°C; and
 - b) about 20% by weight to about 60% by weight of at least one thermoplastic polymer; and
 - c) 0% by weight to about 40% by weight of at least one wax;
- 10 wherein said total tackifying resin concentration does not exceed said polymer concentration by percent weight of said adhesive composition.
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2. The adhesive composition of Claim 1 wherein said thermoplastic polymer is selected from the group consisting of copolymers and terpolymers of ethylene; amorphous polyalphaolefins; rubbery block copolymers; homogeneous ethylene/ α -olefin interpolymers and mixtures thereof.
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3. The adhesive of Claim 1 wherein said composition comprises from about 15% by weight to about 40% by weight of said tackifying resin.
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4. The adhesive of Claim 1 wherein said tackifying resin has a melting point of greater than about 135°C.
5. The adhesive of Claim 1 wherein said tackifying resin has a T_g of greater than about 68°C (about 155°F) at onset.
6. The adhesive of Claim 1 wherein said tackifying resin has a T_g of greater than about 70°C at onset.
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7. The adhesive of Claim 1 wherein the tackifying resin has a Gardner Color of less than 3.

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18. The adhesive of Claim 17 further comprising a block copolymer.
19. The adhesive of Claim 18 wherein the peel values are greater than about 70°C.
20. An improved hot melt adhesive composition, comprising:
 - a) about 10% by weight to about 50% by weight of at least one tackifying resin having a glass transition temperature of 65°C or higher, said tackifying resin derived, at least in part, from dicyclopentadiene;
 - b) about 20% by weight to about 60% by weight of at least one thermoplastic polymer selected from the group consisting of copolymers and terpolymers of ethylene; amorphous polyalphaolefins, homogenous ethylene/ α -olefin interpolymer, rubbery block copolymers, and mixtures thereof; and
 - c) 0% by weight to about 40% by weight of at least one wax;wherein said total tackifying resin concentration does not exceed said polymer concentration by percent weight of said adhesive composition.
21. The composition of Claim 20 wherein said composition comprises from about 10% by weight to about 45% by weight of said tackifying resin.
22. A hot melt adhesive comprising:
 - a) from about 10% by weight to about 80% by weight of at least one hydrocarbon tackifying resin derived, at least in part, from dicyclopentadiene and having a T_g of greater than about 65°C; and
 - b) from about 10% by weight to about 80% by weight of at least one polymer selected from the group consisting of amorphous polyalphaolefins, rubbery block copolymers and mixtures thereof.
23. The adhesive of Claim 22 wherein said tackifying resin has a T_g of greater than about 68°C (about 155°F).

24. The adhesive of Claim 22 wherein greater than about 80 wt-% of the total resin unit is derived from dicyclopentadiene.

25. The adhesive of Claim 22 wherein the tackifying resin is hydrogenated.

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26. The adhesive of Claim 22 further comprising up to about 40% by weight of a solid benzoate plasticizer.

27. The adhesive of Claim 22 wherein the peel values are greater than about 70°C.

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28. A hot melt adhesive comprising:

- a) from about 10% by weight to about 80% by weight of at least one aliphatic tackifying resin having a T_g of greater than 65°C; and
- b) from about 10% by weight to about 80% by weight of at least one polymer selected from the group consisting of amorphous polyalphaolefins, rubbery block copolymers and mixtures thereof.

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29. The adhesive composition of Claim 1 wherein the thermoplastic polymer is present in an amount ranging from about 20% by weight to about 50% by weight.

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